

ORDER



Orders
Order / Rev: 166768
Alt Order #: 06334575
Product Desc: CROSSROADS GPS
Estimate: 1046
Flight Dates: 09/25/12 - 10/02/12
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: Crossroads Media
Buying Contact: Noelle Ramsey
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/Crossroads GPS
Demographic: A35+
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	24	\$22,250.00	\$18,912.50
10/01/12	10/02/12	17	\$11,250.00	\$9,562.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	24	\$22,250.00	\$18,912.50	0.00
October 2012	17	\$11,250.00	\$9,562.50	0.00
Totals	41	\$33,500.00	\$28,475.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	11%	\$33,500.00
Market	100%	\$304,545.45

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$3,045.45
WCGV	0%	\$0.00
WISN	40%	\$121,818.18
WITI	39%	\$118,772.73
WMLW-	2%	\$6,090.91
WPXE	0%	\$0.00
WTMJ	7%	\$21,318.18
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	09/28/12	09/28/12	M-F Late News	CM	10p-1035p	----1--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
				M-F Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--		1				\$1,500.00		0.00			
E 2	WDJT	09/28/12	09/28/12	Letterman 1035p-1135p	CM	1035p-1135p	----1--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
				Letterman 1035p-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	09/28/12	09/28/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p ----1--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--		1		\$400.00			0.00			
E 3	WDJT	09/28/12	09/28/12	News at Noon News at Noon	CM	12p-1230p ----1--	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--		1		\$200.00			0.00			
E 4	WDJT	09/28/12	09/28/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p (2:00 PM-3:00 PM) ----1--	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--		1		\$200.00			0.00			
E 5	WDJT	09/28/12	09/28/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p ----1--	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--		1		\$350.00			0.00			
E 6	WDJT	09/28/12	09/28/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p ----1--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--		1		\$1,200.00			0.00			
E 7	WDJT	09/28/12	09/28/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a ----1--	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--		1		\$100.00			0.00			
E 8	WDJT	09/28/12	09/28/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p ----1--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--		1		\$1,500.00			0.00			
E 9	WDJT	10/01/12	10/01/12	M-F Late News M-F Late News	CM	10p-1035p 1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-----		1		\$1,500.00			0.00			
E 10	WDJT	10/01/12	10/01/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p (10:35 PM-11:37 PM) 1-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-----		1		\$400.00			0.00			
E 11	WDJT	10/01/12	10/01/12	News at Noon News at Noon	CM	12p-1230p 1-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-----		1		\$250.00			0.00			
E 12	WDJT	10/01/12	10/01/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p 1-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-----		1		\$200.00			0.00			
E 13	WDJT	10/01/12	10/01/12	M-F 5pm News M-F 5pm News	CM	5p-530p 1-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-----		1		\$350.00			0.00			
E 14	WDJT	10/01/12	10/01/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p 1-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-----		1		\$1,200.00			0.00			
E 15	WDJT	10/01/12	10/01/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a 1-----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-----		1		\$150.00			0.00			
E 16	WDJT	10/01/12	10/01/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-----		1		\$1,500.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WDJT	10/01/12	10/01/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----				1	\$1,500.00		0.00			
E 17	WDJT	09/30/12	09/30/12	Sun Late News Sun Late News	CM	10p-1035p -----1	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1				1	\$1,500.00		0.00			
E 18	WDJT	09/30/12	09/30/12	Su 6p - 7p 60 Minutes	CM	6p - 7p -----1	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1				1	\$6,000.00		0.00			
E 19	WDJT	09/27/12	09/27/12	M-F Late News M-F Late News	CM	10p-1035p ---1---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---1---				1	\$1,500.00		0.00			
E 20	WDJT	09/27/12	09/27/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p ---1---	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---1---				1	\$400.00		0.00			
E 21	WDJT	09/27/12	09/27/12	News at Noon News at Noon	CM	12p-1230p ---1---	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---1---				1	\$200.00		0.00			
E 22	WDJT	09/27/12	09/27/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p ---1---	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---1---				1	\$200.00		0.00			
E 23	WDJT	09/27/12	09/27/12	M-F 5pm News M-F 5pm News	CM	5p-530p ---1---	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---1---				1	\$350.00		0.00			
E 24	WDJT	09/27/12	09/27/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p ---1---	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---1---				1	\$1,200.00		0.00			
E 25	WDJT	10/02/12	10/02/12	M-F Late News M-F Late News	CM	10p-1035p -1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$1,500.00		0.00			
E 26	WDJT	10/02/12	10/02/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p -1-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$400.00		0.00			
E 27	WDJT	10/02/12	10/02/12	News at Noon News at Noon	CM	12p-1230p -1-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$250.00		0.00			
E 28	WDJT	10/02/12	10/02/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p -1----- (2:00 PM-3:00 PM)	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$200.00		0.00			
E 29	WDJT	10/02/12	10/02/12	M-F 5pm News M-F 5pm News	CM	5p-530p -1-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$350.00		0.00			
E 30	WDJT	10/02/12	10/02/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p -1-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 30	WDJT	10/02/12	10/02/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	-1-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1			\$1,200.00			0.00			
E 31	WDJT	10/02/12	10/02/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	-2-----	:30	2	\$150.00	P-1	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-2-----		2			\$150.00			0.00			
E 32	WDJT	10/02/12	10/02/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	-1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1			\$1,500.00			0.00			
E 33	WDJT	09/26/12	09/26/12	M-F Late News M-F Late News	CM	10p-1035p	--1----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	--1----		1			\$1,500.00			0.00			
E 34	WDJT	09/26/12	09/26/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	--1----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	--1----		1			\$400.00			0.00			
E 35	WDJT	09/26/12	09/26/12	News at Noon News at Noon	CM	12p-1230p	--1----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	--1----		1			\$200.00			0.00			
E 36	WDJT	09/26/12	09/26/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p	--1----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	--1----		1			\$200.00			0.00			
E 37	WDJT	09/26/12	09/26/12	M-F 5pm News M-F 5pm News	CM	5p-530p	--1----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	--1----		1			\$350.00			0.00			
E 38	WDJT	09/26/12	09/26/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	--1----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	--1----		1			\$1,200.00			0.00			
E 39	WDJT	09/26/12	09/26/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	--1----	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	--1----		1			\$100.00			0.00			
E 40	WDJT	09/26/12	09/26/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	--1----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00